

IN THE CLAIMS:

The following is a complete list of the claims now pending; this listing replaces all earlier versions and listings of the claims.

Claim 1 (currently amended): A discounting system, said  
system comprising:

first memory means for storing advertisement information;

advertisement appending means provided in a printer for appending  
an advertisement based on the advertisement information stored in said first memory  
means to media together with a given image to be printed;

second memory means for storing ~~the~~ appending information of the  
advertisement appended by ~~the~~ said advertisement appending means to the media;

discount ticket issuing means for issuing discount tickets according  
to ~~said~~ the appending information stored in said second memory means; and

discount rate determination means for determining a discount rate of  
a purchase price of a new article on the basis of the discount ticket issued by said discount  
ticket issuing means,

wherein the advertisement information previously stored in said first  
memory means is supplied by an advertisement supplier and said discounting system  
further comprises advertisement fee calculation means for calculating an advertisement fee  
paid by the advertisement supplier according to the discount rate of the purchase price of a  
new cartridge.

Claim 2 (currently amended): A discounting system according to claim 1, wherein said discount ticket issuing means issues ~~said~~ the discount ticket when a cartridge has no remaining material.

Claim 3 (currently amended): A discounting system according to claim 1, wherein ~~said~~ the discount ticket issued by said discount ticket issuing means has a record of ~~said~~ the advertisement appending information stored by said second memory means.

Claim 4 (currently amended): A discounting system according to claim 2, wherein ~~said~~ the discount ticket issued by said discount ticket issuing means is a multiple cutoff-type discount ticket whose quantity depends upon ~~said~~ the advertisement appending information stored in said second memory means.

Claim 5 (currently amended): A discounting system according to claim 3, wherein ~~said~~ the discount ticket issued by said discount ticket issuing means also has a record of an ID of ~~said~~ the printer in which ~~said~~ the cartridge has been installed.

Claim 6 (currently amended): A discounting system according to claim 1, wherein ~~said~~ the advertisement appending information stored in said second memory means is [[a]] size information of the advertisement appended to ~~said~~ the media by said advertisement appending means.

Claim 7 (currently amended): A discounting system according to claim 1, wherein ~~said~~ the advertisement appending information stored in said second memory means is [[a]] quantity information of the advertisement appended to ~~said~~ the media by said advertisement appending means.

Claim 8 (canceled)

Claim 9 (currently amended): A discounting system according to claim [[8]] 1, wherein ~~said~~ the advertisement information previously stored in said first memory means is information of a plurality of advertisements supplied by a plurality of advertisement suppliers and ~~wherein~~ said advertisement fee calculation means individually calculates the advertisement fee paid by each advertisement supplier on the basis of the appending information of each advertisement.

Claim 10 (original): A discounting system according to claim 1, further comprising mode selection means for selecting whether said advertisement appending means appends the advertisement to the media for printing or the advertisement is not appended for printing.

Claim 11 (currently amended): A discounting system, said system comprising:

first memory means for storing advertisement information;

advertisement appending print means for appending printing an advertisement based on ~~said~~ the advertisement information stored in said first memory means together with a given image print data on media when ~~said~~ the given image print data is printed;

second memory means, provided in a cartridge detachably mounted on a printer, for storing appending history information indicating that the advertisement is appended printed by said advertisement appending print means;

acquisition means for acquiring the appending history information stored in said second memory means; and

discount information determination means for determining discount information according to ~~said~~ appending the history information acquired by said acquisition means.

Claim 12 (original): A discounting system according to claim 11, wherein said first memory means is a cartridge detachably mounted on a printer or is provided in the printer.

Claim 13 (currently amended): A discounting system according to claim 11, wherein said first memory means and said second memory means are provided in ~~said~~ the cartridge and they comprise their own memory sections, respectively.

Claim 14 (currently amended): A discounting device, said device comprising:

acquisition means for acquiring ~~appending~~ history information of ~~appending printing~~ an advertisement based on advertisement information stored in a memory section of a cartridge mounted on a printer together with ~~[[a]]~~ given image print data to ~~the~~ a media from the memory section of ~~said the~~ said cartridge; and

discount information determination means for determining discount information on the basis of the ~~appending~~ history information acquired by said acquisition means.

Claim 15 (currently amended): A cartridge detachably mounted on a printer, said cartridge comprising:

recording agent container means for containing ~~[[an]]~~ a recording agent for printing on media; and

memory means for storing ~~appending~~ history information of ~~appending~~ an advertisement based on advertisement information stored in a given memory section to the media together with a given image print data when ~~said the~~ said given image print data is printed,

wherein ~~said appending the history~~ the history information stored in said memory means is read by a reader and used for determining discount information by using ~~said the~~ said reader.

Claim 16 (currently amended): A cartridge according to claim 15, wherein ~~said the~~ given memory section is a cartridge or is provided in ~~said the~~ printer.

Claim 17 (currently amended): A print controller, said controller comprising:

readout means for reading out advertisement information stored in a first memory section;

print control means for printing and controlling the advertisement information read out by said readout means together with given print data on media when the print data is printed; and

memory control means for storing ~~appending~~ history information indicating an appending ~~status~~ history of an advertisement based on the advertisement information stored in ~~said the~~ first memory section into a second memory section provided in a cartridge detachably mounted on a printer,

wherein ~~said appending~~ the history information is used for determining discount information.

Claim 18 (currently amended): A print controller according to claim 17, ~~where-in~~ wherein said print controller issues a discount ticket for a user to purchase an article and controls the printing on the basis of ~~said appending~~ the history information.

Claim 19 (currently amended): A print controller according to claim 17, wherein ~~said appending~~ the history information stored in ~~said the~~ second memory section

by said memory control means can be read from an external device and ~~wherein said~~  
~~appending the history~~ information read to ~~said the~~ external device is used for determining a  
discount rate when a user purchases an article.

Claim 20 (currently amended): A print controller according to claim 17,  
wherein said print control means causes the ~~appending history~~ information stored in ~~said~~  
~~the second~~ memory section provided in ~~said the~~ cartridge to be printed together with ~~image~~  
~~information print data~~ transmitted externally.

Claim 21 (currently amended): A print controller according to claim 17,  
further comprising ~~a selection means for selecting whether the advertisement information~~  
~~stored in said memory section provided in said cartridge should be printed~~ discrimination  
means for discriminating whether an advertisement appending mode is designated and  
control means for controlling the second memory section to store the history information if  
said discrimination means discriminates that the advertisement appending mode is  
designated.

Claim 22 (currently amended): A print controller according to claim 17,  
wherein ~~said the~~ first memory section is provided in a printer.

Claim 23 (currently amended): A print controller according to claim 17,  
wherein each of ~~said the~~ first memory section and ~~said the~~ second memory section  
comprises a physically single memory device.

Claim 24 (currently amended): A discounting method, said method comprising:

a readout step<sub>1</sub> of reading advertisement information;

an appending step<sub>1</sub> of appending an advertisement based on the advertisement information read in said readout step to media together with a given image to be printed at printing on the media;

a ~~second~~ storing step<sub>1</sub> of storing the appending information of ~~said~~ the advertisement appended in said appending step;

a discount ticket issuing step<sub>1</sub> of issuing a discount ticket on the basis of ~~said~~ the appending information stored in said second storing step; and

a discount rate determination step<sub>1</sub> of determining a discount rate of a purchase price of a new cartridge article on the basis of the discount ticket issued in said discount ticket issuing step at purchasing the new article,

wherein the advertisement information readout in said readout step is supplied by an advertisement supplier and said discounting method further comprises an advertisement fee calculation step<sub>1</sub> of calculating an advertisement fee paid by the advertisement supplier according to the discount rate of the purchase price of a new cartridge.

Claim 25 (currently amended): A discounting method, said method comprising:

a readout step<sub>1</sub> of reading advertisement information;



an appending step<sub>1</sub> of appending printing an advertisement based on advertisement information read in said readout step together with a given image print data when said the given image print data is printed;

a storing step<sub>1</sub> of storing appending history information generated by ~~the appending~~ in said appending step into a memory unit provided in a cartridge detachably mounted on a printer;

an acquisition step of acquiring the appending history information stored in said ~~second~~ storing step; and

a discount information determination step<sub>1</sub> of determining discount information on the basis of the appending history information acquired in said acquisition step.

Claim 26 (currently amended): A discounting method, said method comprising:

an acquisition step<sub>1</sub> of acquiring appending history information of appending printing an advertisement based on advertisement information stored in a memory section of a cartridge mounted on a printer ~~to media~~ together with ~~[[a]]~~ given image, which has been stored in a memory section in a cartridge mounted on a printer, print data to a media from said the memory section of ~~said the~~ cartridge; and

a discount information determination step<sub>1</sub> of determining discount information on the basis of ~~said the~~ appending information acquired in said acquisition step.

Claim 27 (currently amended): A print control method, said method comprising:

- a readout step<sub>1</sub> of reading advertisement information stored in a first memory section;
- a print controlling step<sub>1</sub> of ~~print-controlling said~~ printing and controlling the advertisement information read in said readout step; and
- a storing step<sub>1</sub> of ~~causing-appending~~ storing history information indicating an appending ~~status~~ history of ~~an~~ advertisement based on ~~said the~~ advertisement information stored in ~~said the~~ first memory section ~~to be stored~~ into a second memory section provided in a cartridge detachably mounted on a printer,

wherein ~~said appending the history~~ the history information is used for determining discount information.

Claim 28 (currently amended): A discounting program to be executed by a computer, said program comprising:

- code for a readout step<sub>1</sub> of reading advertisement information;
- code for an appending step<sub>1</sub> of appending an advertisement based on ~~said the~~ advertisement information read in said readout step to media together with a given image to be printed at printing on the media;
- code for a ~~second~~ storing step<sub>1</sub> of storing the appending information of ~~said the~~ advertisement appended in said appending step;
- code for a discount ticket issuing step<sub>1</sub> of issuing a discount ticket on the basis of ~~said the~~ appending information stored in said second storing step; and

code for a discount rate determination step<sub>1</sub> of determining a discount rate of a purchase price of a new article on the basis of said discount ticket issued in said discount ticket issuing step when the new article is purchased,

wherein the advertisement information readout in said readout step is supplied by an advertisement supplier and said program further comprises code for an advertisement fee calculation step<sub>1</sub> of calculating an advertisement fee paid by the advertisement supplier according to the discount rate of the purchase price of a new cartridge.

Claim 29 (currently amended): A discounting program to be executed by a computer, said program comprising:

code for a readout step<sub>1</sub> of reading advertisement information;

code for an appending step<sub>1</sub> of appending printing an advertisement based on said the advertisement information read in said readout step together with a given image print data when the given image print image is printed;

code for a storing step<sub>1</sub> of storing appending history information generated by the appending in said appending step into a memory unit provided in a cartridge detachably mounted on a printer;

code for an acquisition step<sub>1</sub> of acquiring the appending history information stored in said second storing step; and

code for a discount information determination step<sub>1</sub> of determining discount information on the basis of the appending appending history information acquired in said acquisition step.

Claim 30 (currently amended): A discounting program to be executed by a computer, said program comprising:

code for an acquisition step<sub>1</sub> of acquiring appending history information of appending printing an advertisement based on advertisement information stored in a memory section of a cartridge mounted on a printer to media together with ~~[[a]]~~ given image, ~~which has been stored in a memory section of a cartridge mounted on a printer,~~ print data to a media from ~~said the~~ memory section of ~~said the~~ cartridge; and

code for a discount information determination step<sub>2</sub> of determining discount information on the basis of ~~said the~~ appending information acquired in said acquisition step.

Claim 31 (currently amended): A print control program to be executed by a computer, said program comprising:

code for a readout step<sub>1</sub> of reading advertisement information stored in a first memory section;

code for a print controlling step<sub>2</sub> of print-controlling printing and controlling the ~~said~~ advertisement information read in said readout step; and

code for a storing step<sub>3</sub> of storing appending history information indicating an appending status history of an advertisement based on ~~said the~~ advertisement information stored in ~~said the~~ first memory section into a second memory section provided in a cartridge detachably mounted on a printer,

wherein ~~said appending the history~~ the history information is used for determining discount information.

32 -35 (canceled)

Claim 36 (new): A discounting system according to claim 11, wherein the advertisement comprises a logo mark.

Claim 37 (new): A discounting system according to claim 11, further comprising discrimination means for discriminating whether an advertisement appending mode is designated and control means for controlling said second memory means to store the history information if said discrimination means discriminates that the advertisement appending mode is designated.

Claim 38 (new): A discounting system, said system comprising:

first memory means for storing advertisement information;

advertisement appending means for appending an advertisement based on the advertisement information stored in said first memory means together with a given image on a media when the given image is printed;

second memory means for storing appending information indicating that the advertisement is appended by said advertisement appending means;

acquisition means for acquiring the appending information stored in said second memory means;

discount information determination means for determining discount information according to the appending information acquired by said acquisition means;

and

fee calculation means for calculating an advertisement fee to be paid by an advertisement supplier on the discount information determined by said discount information determination means.

Claim 39 (new): A discounting device according to claim 14, wherein the advertisement comprises a logo mark.

Claim 40 (new): A discounting device according to claim 14, wherein the printer has control means for controlling the cartridge memory section to store the history information in an advertisement appending mode.

Claim 41 (new): A cartridge detachably mounted on a printer, said cartridge comprising:

recording agent container means for containing a recording agent for printing on a media;

memory means for storing appending information of appending an advertisement based on advertisement information stored in a given memory section to the media together with a given image when the given image is printed, wherein the appending information stored in said memory means is read by a reader and used for determining discount information by using the reader; and

fee calculation means for calculating an advertisement fee to be paid by an advertisement supplier based on the determined discount information.

Claim 42 (new): A cartridge according to claim 15, wherein the advertisement comprises a logo mark.

Claim 43 (new): A print controller, said controller comprising:

readout means for reading out advertisement information stored in a first memory section;

print control means for printing and controlling the advertisement information read out by said readout means;

memory control means for storing appending information indicating an appending status of an advertisement based on the advertisement information stored in the first memory section into a second memory section provided in a cartridge detachably mounted on a printer, wherein the appending information is used for determining discount information; and

fee calculation means for calculating an advertisement feed to be paid by an advertisement supplier based on the determined discount information.

Claim 44 (new): A print controller according to claim 17, wherein the advertisement comprises a logo mark.